



PENNSYLVANIA WINE SOCIETY BOARD MEETING MINUTES

Pennsylvania Wine Society

October 10, 2022

Members in Attendance: Sheila Rickert, Scott Casper, Laura Reich, Barry Einsig, Cathy Boyd, Lynne Beeson, Averill Shepps, Robyn Meadows, Kathy Morgans

The meeting was called to order 6:33

Review and Approval of September Minutes:

Scott moved to approve, and Sheila seconded. Laura abstained.

Review and Approval of Treasurer's Report

Lynne has nothing to add and there were no questions about it from board members.

Scott moved to approve, and Barry seconded. Lynne abstained.

Blog Content; Newsletter Lynne is looking for volunteers and needs submissions for November. New content is good for SEO ratings.

Deadline for articles for the newsletter is 10/25 for Cindy. Per Laura, our Instagram and Facebook accounts have had limited input. To get more traffic, we need to post more material.

Barry asked if we could add past material from our newsletter. Laura thinks we should add photos and material from our in-person events.

Nominating Committee Update Scott sent out the report. We have some openings on the board.

There are two new members that Scott will engage to determine if they would be good for the board for a one-year term.

Updates on In-Person Events

October – Armstrong Valley – Registration Status? Everything is lined up. Eleven are currently signed up. There is no set minimum from Armstrong.

November – 35th Anniversary Gala – Board Volunteers Needed

Scott bought all the wine for 48 plus one. We need more volunteers to help the bartender to cross off the wines from the list and to hand out the strips.

We have 34 registered for the event.

December – Champagne

They are still choosing champagnes for the event.

January – PA Excellence – Judging in November

Some wineries sent their registration and wines. The judging will be 11/19 at 1:00 and Averill needs judges to volunteer. Gary and Kevin will help to judge the wines.

Non-member price differential for future events

Lynne created a chart of the year's past events and prices of events for all levels. The price differential between levels has been fixed for at least 25 years. Without a larger price differential, we undervalue members and this does not encourage new members to join.

Robyn wants to know if we should subsidize nonmembers for the events the PWS subsidizes. Laura thinks we should charge nonmembers the actual costs

Scott thinks that hosts should have the flexibility to increase the differential, with a minimum of \$20.

Laura thinks that we should increase the cost of membership.

We could have a fixed or percentage differential. A percentage will be more equitable than fixed.

Robyn thinks that we should make a decision about fixed or differential in November.

March event needed

Robyn will check with Barry.

Robyn wants to have a virtual Women in Wine event.

Averill made a motion to adjourn and Laura seconded.

The meeting adjourned at 7:35.